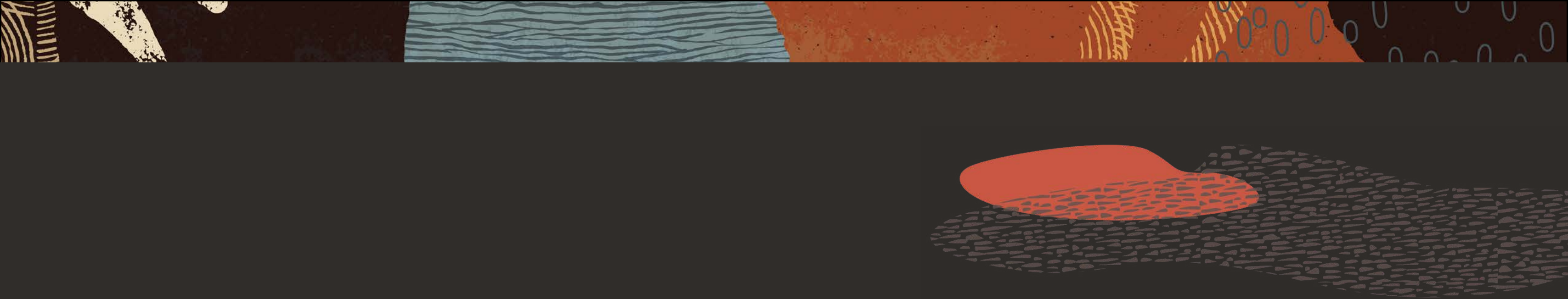# ORACLE

New Research: What Market Leaders Say About Becoming Data-Driven

Companies need more from their data warehouse and cloud analytics. Here's what to look for in a solution that enables data-driven decision making.

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The usability, volume, and variety of business data have grown at unprecedented rates during the past decade, yet many organizations are held back by legacy data warehouses, business intelligence tools, and data management procedures that inhibit innovation. Why have some organizations excelled past competitors based on how well they analyze and interpret their data, and use it to inform smarter business decisions, while others have been less successful and disrupted by their faster peers?

To better understand what it takes to become a more data-driven business, Oracle sponsored research with The Economist Intelligence Unit to examine where top executives responsible for data strategy are with their initiatives, and what challenges they are facing. These companies, across the globe and spanning multiple industries, are using data and analytics every day to better understand and serve their customers and business stakeholders.

But along the way, they've learned that collecting and analyzing data isn't enough. The research findings show that to create a data-driven culture and fully reap data benefits, companies need to make bigger changes in process, culture, and technology solutions.

Better data management is key

The biggest observation from the executives interviewed for the research is that it isn't enough to simply accumulate and analyze data from their departments to solve problems anymore. Organizations need to improve access to and analysis of their own company data, as well as third-party data. As such, better data management platforms are needed to more reliably collect and clean all of the data they have, identify patterns within the data, and ultimately analyze that data to support more strategic decisions. Ideally, the data management platform and how it's designed can enable unique and differentiating capabilities. Here's how one executive explained the value a data platform brings to the company:

> " *The role of data in everyday decision-making is becoming more and more normal, reinforcing the use of data and the use of very strong analytical tools in the process.* "
>
> —Guilherme Stefanini, director of new business at Stefanini

How Oracle helps organizations transform to data-driven

To truly make this shift to using data to drive better business insight, companies need a modern data management and analytics solution that eliminates roadblocks, provides access to all data from a single source of truth, and unlocks highly actionable insights faster than ever before.

Oracle offers the industry's only autonomous data warehouse, empowering customers to create new data warehouses, data lakes, and analytics capabilities, then scale them to meet expanding business requirements. Oracle's data warehouse and analytics solution has helped hundreds of customers achieve their data-driven transformation goals by delivering a powerful and flexible environment that caters to business users, data scientists, developers, and many other constituents.

The following are a few of its key characteristics.

Leverage all data

> *On any given day, we collect millions of data points related to search and download behaviour of our customers.*
>
> —Stan Pavlovsky, CEO, Shutterstock

Data comes from everywhere—various departments, third-party information, Internet of Things (IoT) applications, and many more sources. With Oracle, you can streamline data processing to unlock the true value of analyzing all data, uncovering relevant insights to make informed, data-driven decisions.

Get single source of truth data

> *If you want to use data in decision-making, you better make sure you've got good data to work with.*
>
> —Lisa Fiondella, CDO, Finastra

With the Oracle data warehouse and analytics solution, data is consolidated into a single source of truth, resulting in completely trustworthy analytics insights and results.

Improve productivity

> *Data is so important to us because it helps us to be more efficient, more productive, more accurate in our positions.*
>
> —C. R. Srinivasan, EVP and CDO, Tata Communications

With Oracle, all steps in your data workflow are optimized, data and analytics processes are faster, and you're able to leverage built-in capabilities, such as machine learning, to accelerate model building.

Get faster time to insights

> *At the end of the day, the algorithms and the data-crunching that we were able to do allowed us to take action and get a better outcome.*
>
> —Morag Watson, chief digital innovation officer (CDIO), BP

What does all that data your organization generates really tell you? Oracle helps you dig deeper behind the numbers with powerful augmented analytics use tools, such as embedded AI and machine learning, to process data faster and uncover hidden patterns, resulting in more impactful insight.

Tying it all together

Executives who were interviewed for the report said that the objective of data-driven decision making is to build a more efficient, more productive, and more customer-responsive business.

If your business is in a similar state of transformation, you can't be held back by legacy data warehouses, business intelligence tools, and data management procedures that inhibit innovation. It's time for a new era in data management efficiency based on the Oracle data warehouse and analytics solution.

To learn more about data-driven decision making strategies for your company or organization, download the full Economist Intelligence Unit Report.

To learn more about how Oracle Cloud can help you achieve your goals, visit

www.oracle.com/cloud